



TASK FORCE MEETING #3

GOALS, OBJECTIVES, & INCENTIVES

2/18/2016



DISTRICT BOUNDARY REVISIONS

SURVEY RESULTS

EXERCISES: SWOT UPDATE GOALS & OBJECTIVES

LOCAL INCENTIVES

NEXT STEPS

TODAY'S AGENDA

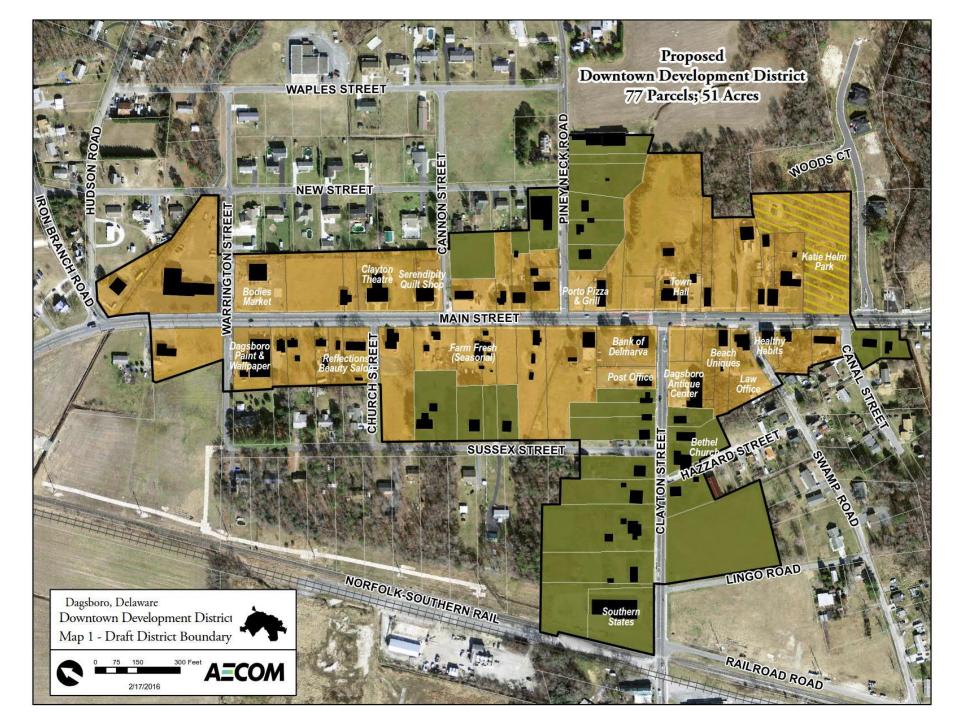


DISTRICT BOUNDARY REVISIONS



Before & After



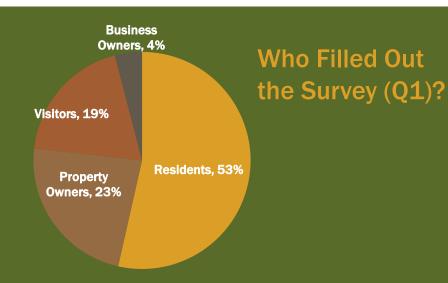








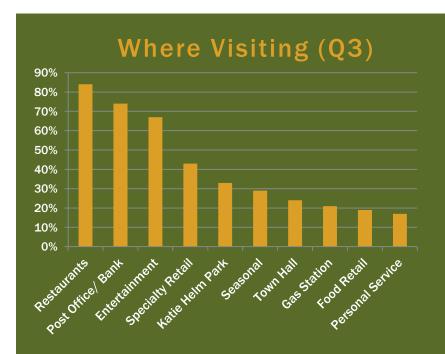
TOTAL RESPONSES - 47



Shopping Frequencies (Q2)

	5+ times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never	Total
Dagsboro's Downtown (Main Street or Clayton Street)	4.76% 2	11.90% 5	11.90% 5	30.95% 13	30.95% 13	9.52% 4	42
Route 113 Corridor (e.g., Savannah Square, Peninsula Crossing in Millsboro)	2.38%	42.86% 18	30.95% 13	7.14% 3	7.14% 3	9.52% 4	42
Salisbury	0.00% 0	2.63%	13.16% 5	26.32% 10	50.00% 19	7.89% 3	38
Route 1 Corridor (e.g., the outlets, entertainment uses, restaurants)	0.00% 0	12.20% 5	14.63% 6	29.27% 12	39.02% 16	4.88% 2	41

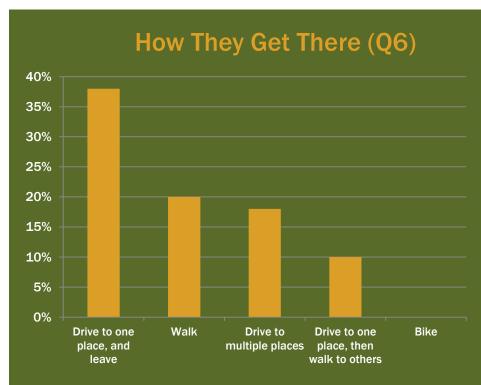






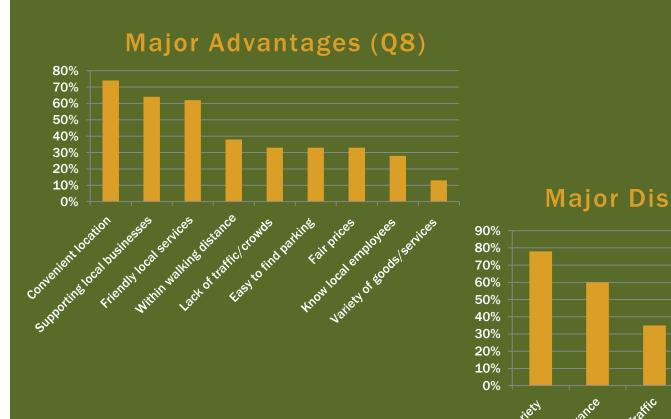


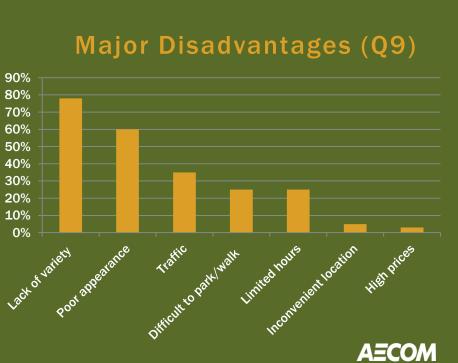




What Attracts Them (Q7) 100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0% Eriendly service of work particles service Residuants inchese value chain a sea prices proprints after 5 conserved to properly in the particles of the partic





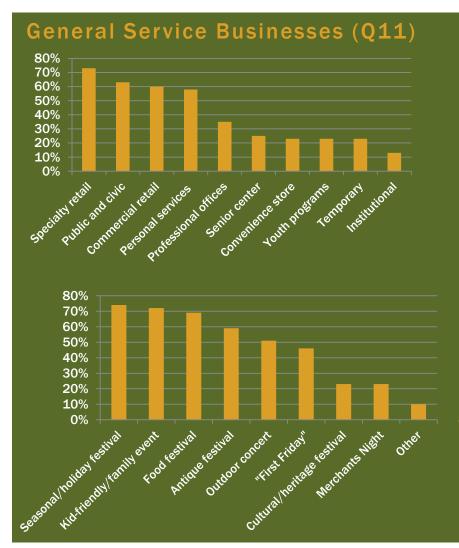


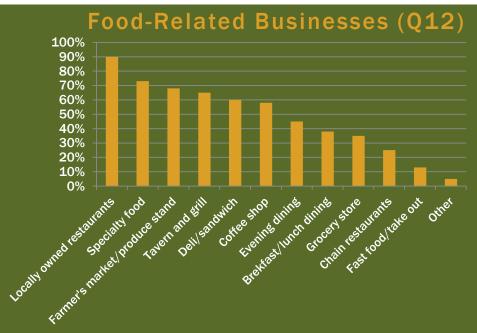


Future Scenarios (Q10)

	Very Appealing	Somewhat Appealing	Not Appealing	No Opinion	Don't Know	Total	Weighted Average
An attractive place to call home with a mix of residential styles (e.g., single-family, townhouses, apartments) that appeal to a variety of ages and incomes	42.11% 16	36.84% 14	18.42% 7	2.63% 1	0.00%	38	1.82
An aesthetic blend of green space, natural elements, and pedestrian amenities with an historic flavor	71.05% 27	26.32% 10	0.00% 0	2.63% 1	0.00%	38	1.34
A place with new professional offices and businesses that provides jobs and employees who patron other establishments in the downtown	36.84% 14	42.11% 16	18.42% 7	2.63% 1	0.00%	38	1.87
A meeting place and the center of community activities with a mix of shopping, restaurants, cultural, and recreation spaces	71.79% 28	23.08% 9	5.13% 2	0.00% 0	0.00%	39	1.33
A niche destination place where specialty retail stores (e.g., Serendipity Quilt Shop, Jayne's Reliable, Dagsboro Antiques) and restaurants attract visitors from out of town	57.50% 23	30.00% 12	12.50% 5	0.00% 0	0.00%	40	1.55
A place where locally owned stores/service shops for personal errands and dining/entertainment opportunities serve mainly the residents of the Dagsboro area	48.72% 19	17.95% 7	25.64% 10	7.69% 3	0.00%	39	1.92
A regional destination retail center attracting people from a distance with a mix of retailers	33.33 % 13	33.33 % 13	30.77% 12	2.56% 1	0.00% 0	39	2.03

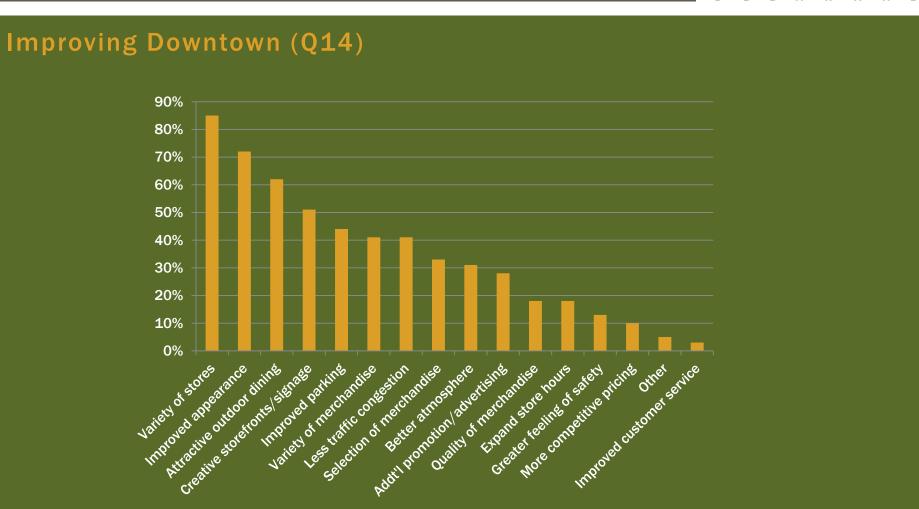






Arts and Cultural Events/Activities (Q13)







Communities Similar to Dagsboro to Learn From (Q15)

- 1. Berlin, MD
- 2. Lewes, DE
- 3. Charlottesville, VA

Also Mentioned:

Bethany Beach, DE Boulder, CO Chincoteague, VA Georgetown, DE Milford, DE

Millsboro, DE
Milton, DE
Snow Hill, MD
St. Michaels, MD







How Should Vacant Lots and Buildings be Used (Q16)?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
New single-family residential uses	2.86% 1	11.43% 4	34.29 % 12	37.14% 13	14.29% 5	35	3.49
Commercial development (e.g., restaurants, retail, convenience stores, grocery stores) should be encouraged	52.63% 20	26.32% 10	13.16% 5	5.26% 2	2.63% 1	38	1.79
Mixed-use developments (e.g., residential above commercial or offices) should be encouraged	16.22% 6	27.03% 10	24.32% 9	18.92% 7	13.51% 5	37	2.86
Civic uses (e.g., parkland, museum, town library, community garden, farmers' market) should be encouraged	34.29% 12	42.86% 15	11.43% 4	8.57% 3	2.86% 1	35	2.03
Open space preservation should be encouraged (possibly to also be used for a farmers' market or performance venue)	27.78% 10	36.11% 13	27.78% 10	8.33% 3	0.00% 0	36	2.17
Any development should be balanced with open space protection	25.00% 9	41.67% 15	19.44% 7	11.11% 4	2.78% 1	36	2.25



What would help attract people to the downtown (Q17)?

- Coordinate streetscape with Delaware Botanic Gardens
- Improve downtown appearance
- Retain small town charm and atmosphere, while making only minor improvements
- Provide a reason for tourists and other visitors to stop as they're driving through the downtown





MERCHANT SURVEY

- Do you have a need to expand?
 - Yes 0%
 - No 50%
 - Maybe 50%
- What would you need to expand downtown?
 - Parking 100%
 - Write in: other viable businesses needed downtown to entice additional shoppers



MERCHANT SURVEY

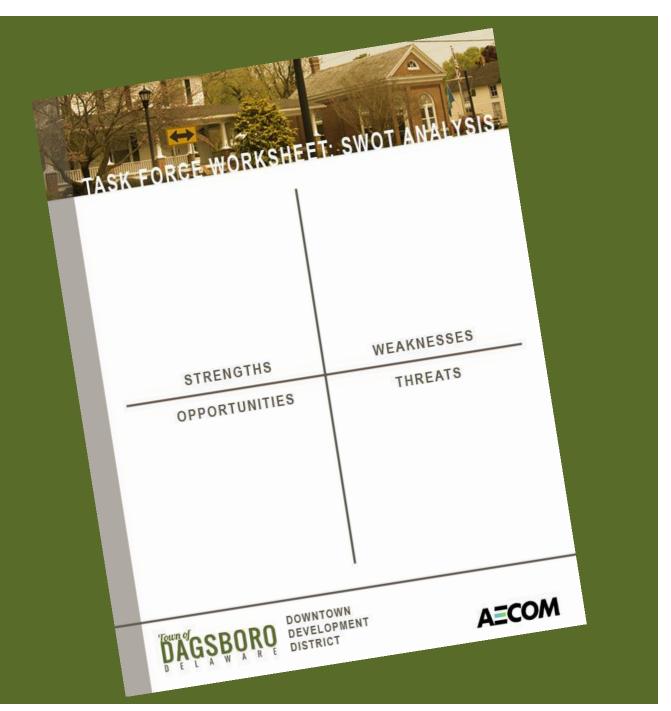
- Services useful to your business:
 - Marketing of the downtown as a shopping destination
- Major barriers facing your business:
 - Customer traffic 50%
 - Cash flow/working capital 50%
 - Outdated machinery/technology 50%



MERCHANT SURVEY

- Busiest / Slowest Month(s)
 - Busiest Spring Fall
 - Slowest December February
- Business owners would be interested in expanding hours during special events
- Advertising to potential customers
 - Newspaper
 - Internet
 - Referrals
 - Word of Mouth







SWOT UPDATE

DAGSBORO DELAWARE

GOALS & OBJECTIVES







GOALS & OBJECTIVES

COMMUNITY CHARACTER

Maintain the small town atmosphere while growth occurs.

Preserve historic sites and structures.



GOALS & OBJECTIVES

From the Comprehensive Plan, Survey Results and SWOT

COMMUNITY CHARACTER

Create an aesthetic blend of green space, natural elements and pedestrian amenities.



DRAFT
GOALS &
OBJECTIVES

From the Comprehensive Plan, Survey Results and SWOT

TRANSPORTATION

The Town desires to have better sidewalk connectivity throughout Town and to neighboring communities.

Become a more pedestrian friendly community where residents can easily and safely walk to school and other destinations in Town.



GOALS & OBJECTIVES

From the Comprehensive Plan, Survey Results and SWOT

TRANSPORTATION

Beach traffic creates congestion that disrupts access to local services.



GOALS & OBJECTIVES

From the Comprehensive Plan, Survey Results and SWOT

COMMERCIAL AREAS

Retail and professional business should take advantage of the beach traffic.

Create a destination.

Passersby will want to stop and visit businesses in Town rather than passing through on the way to other towns.



GOALS & OBJECTIVES

From the Comprehensive Plan, Survey Results and SWOT

COMMERCIAL AREAS

Want a mix of shopping, restaurants, cultural and recreation spaces.

Improve the overall aesthetic and streetscape of the downtown.



GOALS & OBJECTIVES

From the Comprehensive Plan, Survey Results and SWOT

LAND USE & REDEVELOPMENT

The Town supports infill for mixed-use development and the reuse of existing structures for commercial use.



GOALS & OBJECTIVES

From the Comprehensive Plan, Survey Results and SWOT

HOUSING

Improve housing integrity and maintenance within and adjacent to the downtown.

Strengthen homes with an emphasis on rehabilitating older homes and avoiding incompatible development.



GOALS & OBJECTIVES

From the Comprehensive Plan, Survey Results and SWOT

ECONOMIC DEVELOPMENT

Encourage the growth and diversity of neighborhood scale businesses.

Strengthen Dagsboro's downtown as a business, civic and entertainment center for neighboring communities.



GOALS & OBJECTIVES

From the Comprehensive Plan, Survey Results and SWOT





Types of Local Incentives:

- Fee or Tax Reductions
- Regulatory Flexibility
 - Permit of Licensing Reform
 - Special Zoning District
 - Exemptions from Local Ordinances





Milford

- Revolving Low Interest Loan
- Downtown Milford Project Pop Up
- Waive Water/Sewer Impact Fees
- Historic Preservation Tax Credit







Dover

- Waive Impact, Permit, Business License Fees
- Transfer Tax Exemption for 1st Time Homebuyer
- Transfer Tax Rebate (50%)
- Homeowner Property Tax Abatement
- Architectural Support Services







Newark

- New Center Village Overlay District
- Promote Homeowner Occupancy
- Homebuyer Improvement Program
- Homebuyer Incentive Program
- Senior Home Repair Program







Seaford

- Reinvestment Tax Incentive
- Sidewalk Loan Program
- Waive Zoning Requirements
- Façade Improvement Program
- Waive/Reduce Water, Sewer & Electric Fees







Clayton

- Town Center Zoning
- Expedited Review







Additional Information:

www.stateplanning.delaware.gov/ddd/applications.shtml







Dagsboro Current Incentives:

- Town Center District
- Development Design Standards
- Technical Assistance

Potential Incentives:

- Reduced Fees
 - Reduced Board of Adjustment Fee
 - Prorated Water EDU Fee
- Expedited Permitting



LOCAL



AECOM

- Finalize Goals & Objectives
- Prepare Task Force Meeting on Strategies & Incentives
- Begin preparation of Implementation Plan
- Finalize Maps
- Prepare Draft Document for Task Force review
- Prepare for Public Presentation & Hearing

TASK FORCE MEMBERS

Research and Evaluate Potential Incentives

EVENTS/MEETINGS

- Task Force Meeting #4 on Incentives March
- Public Presentation & Hearing April
- Possible Adoption May



NEXT STEPS



